



November 1, 2011

Marlene H. Dortch, Esq.
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: *Ex Parte Letter via Electronic Filing*

- **MB Docket No. 09-182:** *2010 Quadrennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant To Section 202 of the Telecommunications Act of 1996*
- **GN Docket No. 10-25:** *The Future of Media and Information Needs of Communities In A*

Dear Ms. Dortch:

This ex parte letter reports on an October 28, 2011 meeting with Commissioner Michael Copps, and Joshua Cinelli, Media Advisor to Commissioner Copps. Present from the Joint Center were Joseph S. Miller, Deputy Director and Senior Policy Director of the Media and Technology Institute at the Joint Center for Political and Economic Studies (“Joint Center”), Lindsay Boroush, Communications and Policy Manager at the Joint Center, and myself.

We discussed several issues of concern to minority communities including the following:

- **Adarand Studies.** December 12 will mark eleven years since the Commission conducted Adarand studies in response to the Supreme Court’s decision in Adarand v. Peña.¹ Although the Commission’s Advisory Committee for Diversity in the Digital Age has recommended that the Commission update minority ownership data, the studies have

¹ See Letter from Henry Rivera, Chairman of the Federal Communications Commission’s Advisory Committee on Diversity for Communications in the Digital Age to Julius Genachowski, Chairman, Federal Communications Commission (Oct. 1, 2009) available at <http://transition.fcc.gov/DiversityFAC/092209/chair-transmittal-letter-100109.pdf> (summarizing the Diversity Committee’s recommendations)(citing Adarand Constructors v. Peña, 515 U.S. 200 (1995)(citing Press Release, Federal Communications Commission, Studies Indicate Need to Promote Wireless and Broadcast License Ownership By Small, Women- and Minority-Owned Businesses, 2000 FCC LEXIS 6430 (DEC. 12, 2000)).

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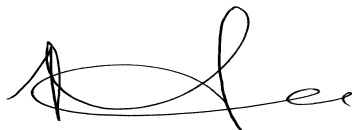
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not been conducted. We hope the Commission will conduct new Adarand studies to update its data on minority media ownership in the United States.

- **Disparities in Minority Ownership in New Media.** We specifically noted the dearth of leading websites owned by African-Americans and Latinos and expressed our hope that the Commission will monitor this issue. Specifically, we look forward to additional initiatives, such as the recently announced “Connect to Compete” initiative,² which will help tap into the innovative potential of economically distressed communities, such as Detroit.
- **Multilingual Privacy Policies.** We discussed the fact that website privacy policies are not accessible to speakers whose primary language is not English. Website privacy policies should be multilingual to ensure all consumers are informed of each website’s privacy policy.
- **Media Literacy.** The FCC should work with the Department of Education and non-profits, such as the Joint Center, to encourage schools to include media literacy as part of their curriculum. This is especially important for Black, Latino and Asian Americans, who spend more time consuming media than White youth do.³ Teaching children and adults how to evaluate what they hear and see is critical, as what is seen and heard in the media is tied very closely to other policy areas, including health and education.

We look forward to continuing to work with the Commission on these and other important issues.

Sincerely,



Nicol Turner-Lee

Vice-President and Director, Media and Technology Institute

The Joint Center for Political and Economic Studies

² See Josh Gottheimer and Jordan Usdan, *FCC and Connect to Compete Tackle Broadband Adoption Challenge*, OFFICIAL FCC BLOG (Oct. 13, 2011).

³ See VICTORIA RIDEOUT, ALEXIS LAURICELLA, AND ELLEN WARTELLA, CENTER ON MEDIA AND HUMAN DEVELOPMENT, SCHOOL OF COMMUNICATION, NORTHWESTERN UNIVERSITY, CHILDREN, MEDIA, AND RACE: MEDIA USE AMONG WHITE, BLACK, HISPANIC, AND ASIAN AMERICAN CHILDREN 2 available at <http://web5.soc.northwestern.edu/cmhd/wp-content/uploads/2011/06/SOCconfReportSingleFinal-1.pdf> (2011)(“Minority Youth--Black, Hispanic, and Asian 8-to-18-year-olds—consume an average of four and a half more hours of media a day than White youth do.”)